

File  
WEEK OF  
June 1, 1959

# fashion calendar

## january

| S  | M  | T  | W  | T  | F  | S  |
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| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## february

| S  | M  | T  | W  | T  | F  | S  |
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## march

| S  | M  | T  | W  | T  | F  | S  |
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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

## april

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## may

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| 24 <sup>31</sup> | 25 | 26 | 27 | 28 | 29 | 30 |

## june

| S  | M  | T  | W  | T  | F  | S  |
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## january - 1960

| S                | M  | T  | W  | T  | F  | S  |
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| 10               | 11 | 12 | 13 | 14 | 15 | 16 |
| 17               | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 <sup>31</sup> | 25 | 26 | 27 | 28 | 29 | 30 |

## february - 1960

| S  | M  | T  | W  | T  | F  | S  |
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## march - 1960

| S  | M  | T  | W  | T  | F  | S  |
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| 27 | 28 | 29 | 30 | 31 |    |    |

## december

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| 27 | 28 | 29 | 30 | 31 |    |    |

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

# 1959

19th YEAR • A WEEKLY PUBLICATION

## july

| S  | M  | T  | W  | T  | F  | S  |
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## august

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| 23 | 24 | 25 | 26 | 27 | 28 | 29  |
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## september

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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

## october

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| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## november

| S  | M  | T  | W  | T  | F  | S  |
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| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |    |    |    |



# FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|------|-----------------|----------|-------|
|------|-----------------|----------|-------|

## WEEK ENDING FRIDAY, MAY 29, 1959

|             |   |                |                      |
|-------------|---|----------------|----------------------|
| Friday      | PREVIEW OF FALL   | LEONARD ARKIN; | 530 SEVENTH AVENUE   |
| May 29      | DRESS COLLECTION  | ANDREW ARKIN   | SHOWROOM - 6TH FLOOR |
| 10:30 A.M.; | Leonard Arkin's Fall collection at 10:30; Andrew Arkin's at 11:30, followed by luncheon, opening day only, for press and buyers. By invitation. |                |                      |
| 11:30 A.M.  | Same times daily thereafter. Contact: Prudence Clarke, WI. 7-5324.  |                |                      |

|           |  |              |                      |
|-----------|--|--------------|----------------------|
| Friday    | PREVIEW OF FALL  | SEMONT, INC. | 530 SEVENTH AVENUE   |
| May 29    | COLLECTION   |              | SHOWROOM - 6TH FLOOR |
| 2:00 P.M. | For press and buyers, by invitation. Continuous daily showings, beginning Tues., June 2. Contact: Bill Kalman, WI. 7-6845. |              |                      |

May 30 MEMORIAL DAY (Saturday)--Legal Holiday

## WEEK BEGINNING MONDAY, JUNE 1, 1959

### OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

#### MONDAY, JUNE 1

|                               |                      |                 |            |
|-------------------------------|----------------------|-----------------|------------|
| Davidow, Inc. ....            | By appointment ..... | 550 7th (21 Fl) | PE. 6-6909 |
| David M. Goodstein, Inc. .... | 10:30 A.M. ....      | 550 7th (24 Fl) | LA. 4-2577 |
| Zoltan Rosenberg Co. ....     | 2:30 P.M. ....       | 550 7th (22 Fl) | LA. 4-6691 |
| (Vera Stewart Originals)      |                      |                 |            |

#### TUESDAY, JUNE 2

|                   |                 |                 |            |
|-------------------|-----------------|-----------------|------------|
| Lloyd Weill ..... | 10:30 A.M. .... | 498 7th (22 Fl) | LO. 5-3041 |
|-------------------|-----------------|-----------------|------------|

#### WEDNESDAY, JUNE 3

|                        |                |                 |            |
|------------------------|----------------|-----------------|------------|
| Sport-Craft, Inc. .... | 9:30 A.M. .... | 550 7th (12 Fl) | LA. 4-9724 |
|------------------------|----------------|-----------------|------------|

|            |  |                 |                       |
|------------|--|-----------------|-----------------------|
| Monday     | OPENING: FALL COAT   | ZELINKA MATLICK | 512 SEVENTH AVENUE    |
| June 1     | AND SUIT COLLECTION  |                 | SHOWROOM - 14TH FLOOR |
| 11:45 A.M. | Showings daily at 11:45 A.M. Contact: Jerry Matlick, BR. 9-5100. |                 |                       |

|            |  |              |              |
|------------|--|--------------|--------------|
| Monday     | PREVIEW OF FALL  | HAROU, INC.  | HOTEL PLAZA  |
| June 1     | COLLECTION   | (CALIFORNIA) | TERRACE ROOM |
| 12:00 Noon | Harou will preview their Fall collection for press and buyers. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556. |              |              |
| Luncheon   |  |              |              |

|           |   |                   |                      |
|-----------|---|-------------------|----------------------|
| Beginning | OPENING OF FALL   | TEAL TRAINA, INC. | 550 SEVENTH AVENUE   |
| Monday    | DRESS COLLECTION  |                   | SHOWROOM - 5TH FLOOR |
| June 1    | Showings at 1:00 P.M., June 1, 2, 3, 4, 9, 10, 11, 16, 17 and 23. |                   |                      |
| 1:00 P.M. | Contact: Jean Roberts, LA. 4-3520.                                |                   |                      |

|           |  |          |                       |
|-----------|--|----------|-----------------------|
| Monday    | OPENING: FALL  | WARNER'S | 200 MADISON AVENUE    |
| June 1    | FOUNDATION COLLECTION  |          | SHOWROOM - 10TH FLOOR |
| 2:00 P.M. | By invitation. June 2 and 3 at 10:00 and 2:00. June 4, 5 at 10:00. June 8 and 9 at 9:30, 11:00, 2:00 and 3:30. June 10 at 9:30, 11:00 and 2:00. June 11 at 10:00 and 2:00. Reservations--Kay Keniry; and Publicity--Marian Sherwood, MU. 5-5740. |          |                       |



| <u>DATE</u>                               | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                          | <u>WHERE</u>                                  |
|---|--|--|---|
| Monday<br>June 1<br>2:30 P.M.             | OPENING OF FALL<br>COLLECTION<br>Fall showing of daytime fashions designed by Vera Stewart. Daily there-<br>after at 2:30 P.M. By appointment. Contact: LA. 4-6691.  | ZOLTAN ROSENBERG, INC.                   | 550 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR   |
| Monday<br>June 1<br>2:30 P.M.             | PREVIEW OF FALL<br>JUNIOR DRESSES<br>For press, resident buyers and fashion coordinators, by invitation.<br>Publicity: Terry Mayer, BR. 9-6560.  | HAYETTE                                  | 498 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR   |
| Monday<br>June 1<br>3:00 P.M.             | PRESS PREVIEW OF<br>FALL COLLECTION<br>By invitation. Trade showings at 2:30 P.M., June 2, 3, 4, 9, 10, 11, 16,<br>17. By appointment. Contact: Eleanor Stoner, LA. 4-6968.  | MAURICE RENTNER, LTD.                    | 498 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR   |
| Monday<br>June 1<br>4:00 P.M.             | PREMIERE SHOWING AND<br>GRAND OPENING<br>Preview of the first Fall collection of dresses and costumes, designed<br>by Violet Feigin for Junior Accent. By invitation. Trade showings at<br>4:00 P.M., June 2, 3, 4, 8, 9, 10, 11. Contact: LO. 4-1434. | JUNIOR ACCENT, INC.                      | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR   |
| Monday<br>June 1<br>4:30 P.M.             | PRESS PREVIEW OF<br>FALL COLLECTION<br>By invitation. Trade at 10:30 A.M., June 2, 3, 4, 5, 9, 10, 11.<br>Contact: Mabel Glenby, LA. 4-9350.   | JANE DERBY                               | 550 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR   |
| Beginning<br>Monday<br>June 1             | OPENING OF FALL<br>COAT COLLECTION<br>Daily showings. Press invited. Contact: Alan Baron, PE. 6-8867.  | BRITTANY<br>(HENRY FRIEDRICKS)           | 205 WEST 39TH STREET<br>SHOWROOM - 13TH FLOOR |
| Beginning<br>Monday<br>June 1             | OPENING OF FALL<br>COAT COLLECTION<br>Fall fur-trimmed and untrimmed coats. Contact: Abe Betron, LO. 4-6886.   | BAITCH & CASTALDI                        | 230 WEST 39TH STREET<br>SHOWROOM - 12TH FLOOR |
| Beginning<br>Monday<br>June 1             | OPENING OF FALL<br>COUTURE COLLECTION<br>Showing of complete Fall couture collection, daily until June 12. By<br>appointment. Publicity: Helen O. Borger, BU. 8-4000, Ext. 222.  | WERLE ORIGINALS<br>(LOS ANGELES, CALIF.) | SAVOY-HILTON HOTEL<br>SUITE 2703              |
| Beginning<br>Monday<br>June 1             | SHOWING OF SWEATER<br>COLLECTION<br>Showing of hand-knitted Irish wool and Shetland sweaters for men and<br>women. Contact: Ellen Lockwood, WI. 7-6122.  | ELLEN LOCKWOOD                           | 1410 BROADWAY<br>SHOWROOM - 19TH FLOOR        |
| Beginning<br>Monday<br>June 1             | OPENING OF FALL<br>COLLECTION<br>"Adriatic Collection"--for buyers, fashion coordinators and trade.<br>Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.   | SCARVES BY VERA                          | 417 FIFTH AVENUE<br>SHOWROOM - 14TH FLOOR     |
| Beginning<br>Monday<br>June 1-<br>June 20 | SHOWING OF FALL<br>1959 COLLECTION<br>Rudi Gernreich will present his Fall collection. By appointment only.<br>Contact: MU. 7-4400.  | RUDI GERNREICH<br>(CALIFORNIA)           | HOTEL ALGONQUIN<br>SUITE 305-306              |



| <u>DATE</u>   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>  | <u>WHERE</u>                                  |
|---|--|--|---|
| Beginning<br>Monday<br>June 1                               | SHOWING OF FALL<br>BRASSIERE COLLECTION<br>Continuous daily showings.  | MAIDEN FORM BRASSIERE<br>COMPANY, INC.<br>Publicity: Inez W. Foster, OR. 9-0111. | 200 MADISON AVENUE<br>SHOWROOM - 14TH FLOOR   |
| Monday<br>June 1-<br>June 30                                | FALL '59 FASHION<br>PREVIEW<br>Fall fashions from August "Young Tycoon" and September "Back To Business" issues. Complete ready-to-wear, color and fabric forecast will be presented, also fashion merchandise, promotion and display opportunities. For store groups and buying offices, by appointment only. Contact: Edith Loss, Charm Showroom Director, PL. 9-2080. | CHARM MAGAZINE   | 575 MADISON AVENUE<br>SHOWROOM - 7TH FLOOR    |
| Tuesday<br>June 2<br>9:00 A.M.<br>Breakfast                 | PRESS PREVIEW: FALL<br>SPORTSWEAR COLLECTION<br>Sportswear, separates and dresses, designed by Pembroke Squires. By invitation. Thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.   | CABANA BEACHWEAR CO.<br>(1407 BROADWAY)  | "500 CLUB"<br>500 SEVENTH AVENUE              |
| Tuesday<br>June 2<br>10:00 A.M.                             | OPENING OF<br>FALL COLLECTION<br>Showings at 10:00 A.M., June 2, 3, 4, 9, 11, 16 and 18. By invitation and reservation. Contact: LA. 4-7626.   | ADELE SIMPSON, INC.  | 530 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR   |
| Tuesday<br>June 2<br>10:00 A.M.                             | OPENING OF<br>FALL COLLECTION<br>Showings Tues., Wed., Thurs. at 10:00 A.M. Contact: CH. 4-1542.   | BEN REIG, INC.   | 498 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR   |
| Tuesday<br>June 2<br>10:30 A.M.                             | PRESS PREVIEW OF<br>FALL COLLECTION<br>Preview for press of the Christian Dior-N.Y. Fall collection at 10:30 A.M. Buyer showings at 2:30 P.M., June 2, 3, 9, 10 and 16. By invitation. Contact: Lee Preis, LO. 4-9220.   | CHRISTIAN DIOR-<br>NEW YORK, INC.  | 498 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR   |
| Tuesday<br>June 2<br>10:30 A.M.                             | OPENING OF FALL<br>COLLECTION<br>Showing of Lloyd Weill and Wiley Petites fashions June 2, 3, 9, 10, 11, 16 and 17 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.  | LLOYD WEILL CO.  | 498 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR   |
| Tuesday<br>June 2<br>10:30 A.M.                             | OPENING: FALL COAT<br>AND SUIT COLLECTION<br>Thereafter by appointment. Contact: JU. 2-2317.   | MONTE-SANO & PRUZAN  | 21 WEST 46TH STREET<br>SHOWROOM - 8TH FLOOR   |
| Tuesday<br>June 2<br>11:00 A.M.;<br>2:00 P.M.;<br>3:00 P.M. | OPENING OF THREE<br>FALL COLLECTIONS<br>Showings, June 2, 3, 4, 9, 10, 11--Arkay Junior Frocks at 11:00 A.M.; Rappi, Inc. at 2:00 P.M. (also June 8); Jeane Scott by Margot at 3:00 P.M. Contact: Arnold Rosenbluth, LO. 5-2626.   | MARGOT, INC.;<br>ARKAY; AND RAPPI  | 498 SEVENTH AVENUE<br>SHOWROOMS - 19 & 20 FL. |
| Tuesday<br>June 2<br>11:30 A.M.                             | PRESS PREVIEW: FALL<br>COATS AND SUITS<br>Preview for press of coats and suits. By invitation. Trade 10:30 A.M., June 4, 9, 10, 11, 16, 17, 18. By appointment. Contact: LA. 4-3310.   | GEORGE CARMEL, INC.  | 530 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR   |
| Tuesday<br>June 2<br>12:00 Noon                             | OPENING OF FALL<br>JUNIOR COLLECTION<br>Fall Junior dresses and separates, June 2, 3, 4, 8, 9, 10 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-3150.  | LANZ ORIGINALS, INC.   | 1407 BROADWAY<br>SHOWROOM - 26TH FLOOR        |



| <u>DATE</u>                                 | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                           | <u>WHERE</u>                                |
|---|--|---|---|
| Tuesday<br>June 2<br>12:00 Noon<br>Luncheon | OPENING OF NEW<br>COAT COLLECTION<br>"Have A Good Day"--showings at 12:00 Noon, followed by luncheon, June 2,<br>3, 4, 9, 10, 11, 16, 17 and 18. By invitation only. Contact: Dorothy<br>Levine, CH. 4-3512.   | LOUIS GOLDSTEIN CO.                       | 512 SEVENTH AVENUE<br>SHOWROOM - 32ND FLOOR |
| Tuesday<br>June 2<br>12:00 Noon<br>Luncheon | PREVIEW OF FALL<br>COLLECTION<br>Showing of Fall collection, followed by luncheon. By invitation. Daily<br>thereafter at 12:00 Noon, by reservation. Contact: WI. 7-0152.  | ALISON                                    | 530 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR |
| Tuesday<br>June 2<br>12:30 P.M.<br>Luncheon | PRESS PREVIEW OF<br>FALL COLLECTION<br>Press preview of Vera Maxwell's Fall collection, followed by luncheon.<br>Preview for resident buyers at 4:00 P.M. By invitation. Trade showings<br>thereafter, except Mon. and Fri., at 12:00 Noon, followed by lunch.<br>Publicity: Virginia Dickson, LO. 3-4358. | VERA MAXWELL                              | 530 SEVENTH AVENUE<br>SHOWROOM - 26TH FLOOR |
| Tuesday<br>June 2<br>12:30 P.M.<br>Luncheon | TWENTY-SECOND ANNUAL<br>GRADUATION LUNCHEON<br>Certificates will be received by 102 new recruits for fashion. Awards to<br>distinguished alumnae. By invitation. Contact: Betty Levine, TR.9-4644.<br>Publicity: Fredy Schey at Constance Hope, PL. 7-0515.  | TOBE-COBURN SCHOOL<br>FOR FASHION CAREERS | WALDORF-ASTORIA<br>SERT ROOM                |
| Tuesday<br>June 2<br>1:00 P.M.              | OPENING OF FALL<br>JUNIOR COLLECTION<br>The Mr. Mort Fall junior dress collection, designed by Lee Evans at<br>1:00 P.M. on June 2, 3 (by admission card) and June 9. Sportswear,<br>designed by Julie Isles, at 2:30 on June 2 and June 9. Publicity:<br>CX. 5-4760.                                      | MR. MORT                                  | 498 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR |
| Tuesday<br>June 2<br>1:15 P.M.              | OPENING OF FALL<br>COLLECTION<br>Showing June 2, 3, 4, 9, 10, 11, 16, 17, 18 at 1:15 P.M. By appointment.<br>Contact: Kay McGowan, LO. 5-6453. Publicity: Amelia Cram at Alfred<br>Davidson Assoc., PL. 5-0868.  | OLEG CASSINI, INC.                        | 498 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR |
| Tuesday<br>June 2<br>1:15 P.M.              | FALL COCKTAIL<br>AND EVENING DRESSES<br>Daily showings at 1:15 P.M. Contact: Marian Auley, LA. 4-7690.   | FRANK STARR, INC.                         | 530 SEVENTH AVENUE<br>SHOWROOM - 19TH FLOOR |
| Tuesday<br>June 2<br>2:30 P.M.              | PREVIEW OF FALL<br>DRESS COLLECTION<br>Fall dress collection for press and buyers. By invitation. Thereafter<br>at 2:30 P.M. Publicity: Helen O. Borger, YU. 6-9198.   | JERRY PARNIS, INC.                        | 498 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR |
| Tuesday<br>June 2<br>2:30 P.M.              | OPENING OF FALL<br>COAT COLLECTION<br>Thereafter at 2:00 P.M., by appointment. Contact: Louis Mariani,<br>BR. 9-8988.  | ORIGINALA                                 | 512 SEVENTH AVENUE<br>SHOWROOM - 43RD FLOOR |
| Beginning<br>Tuesday<br>June 2<br>3:00 P.M. | OPENING OF FALL<br>JUNIOR COLLECTION<br>Fall junior dresses and ensembles, designed by Miss Barry Burr, showing<br>daily at 3:00 P.M. Contact: Demi Daniels, LO. 5-4850.   | JERRY GREENWALD, INC.                     | 498 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR  |



| <u>DATE</u>                                 | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                               | <u>WHERE</u>                                   |
|---|--|---|--|
| Tuesday<br>June 2<br>3:30 P.M.              | PREVIEW OF FALL<br>PETITE FASHIONS<br>By invitation. Thereafter at 3:30 P.M. Publicity:<br>LO. 4-6874.   | MORT SCHRADER<br>(JEUNES PETITES)             | 530 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR    |
| Tuesday<br>June 2<br>3:30 P.M.              | 23RD ANNUAL<br>COLLEGE CLINIC<br>Back-To-School fashions from Mademoiselle's August college issue. Show<br>at 4:00 P.M. Tickets: \$7.50; by invitation only. Contact: Mrs. Frances<br>Ashmore, PL. 9-2080.   | MADemoisELLE MAGAZINE<br>(575 MADISON AVENUE) | WALDORF-ASTORIA<br>BALLROOM                    |
| Tuesday<br>June 2<br>3:30 P.M.              | OPENING: FALL COAT &<br>SUIT COLLECTION<br>Showing June 2, 3, 4, 9, 10 and 11 at 3:30. For press and trade, by in-<br>vitation. Publicity: Peggy Cantor Associates, MU. 9-8542.  | DAVE BELLSEY CO., INC.<br>(BELLICIANO)        | 512 SEVENTH AVENUE<br>SHOWROOM - 30TH FLOOR    |
| Tuesday<br>June 2<br>4:00 P.M.<br>Cocktails | PRESS PREVIEW OF<br>FALL COLLECTION<br>Luis Estevez will present his Fall collection. By invitation. Thereafter<br>at 12:00 Noon, in showroom. By appointment. Contact: LO. 4-6337.  | LUIS ESTEVEZ, INC.                            | SHERATON-EAST HOTEL<br>DIPLOMAT SUITE          |
| Tuesday<br>June 2<br>4:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>Showing of Fall dresses, suits and costumes, daily at 4:00 P.M. By<br>reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles<br>J. Charney, 101 West 55th Street, PL. 7-0955.                                 | HARMAY  | 498 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR    |
| Tuesday<br>June 2<br>4:00 P.M.<br>Cocktails | PREVIEW: FALL DRESSES<br>AND ENSEMBLES<br>By invitation. Thereafter Tuesday and Thursday at 4:00 P.M. Contact:<br>Anne Jenkins, LA. 4-6809.  | ALAN PHILLIPS, INC.                           | 498 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR     |
| Tuesday<br>June 2<br>4:00 P.M.              | OPENING OF FALL<br>DRESS COLLECTION<br>Showings June 3, 4, 5, 9, 10, 11 at 4:00 P.M. By appointment. Contact:<br>CH. 4-2617.   | SAMUEL WINSTON, INC.                          | 530 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR    |
| Tuesday<br>June 2<br>4:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>Thereafter at 1:00 & 4:00 P.M. Contact: PE. 6-0206.   | HARVEY BERIN, LTD.                            | 530 SEVENTH AVENUE<br>SHOWROOM - 7TH FLOOR     |
| Tuesday<br>June 2<br>5:00 P.M.              | PRESS PREVIEW OF<br>FALL COLLECTION<br>By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800.   | CEIL CHAPMAN                                  | 530 SEVENTH AVENUE<br>SHOWROOM - 2ND FLOOR     |
| Tuesday<br>June 2<br>5:00 P.M.<br>Cocktails | PREVIEW OF FALL<br>JUNIOR FASHIONS<br>Preview of Fall junior dresses, designed by Betty Carol. By invitation.<br>Thereafter in showroom at 2:00 P.M., June 3, 4, 8, 9 and 10. Contact:<br>Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130. | MAM'SELLE DRESS INC.<br>(498 SEVENTH AVENUE)  | "500 CLUB"<br>500 SEVENTH AVENUE               |
| Tuesday<br>June 2<br>5:00 P.M.<br>Cocktails | PREVIEW OF FALL<br>COLLECTION<br>By invitation in new showroom. Thereafter by appointment, with formal<br>showings June 9 and 10 at 4:00 P.M. Contact: Miss Buddy, OX. 5-4760.   | RICHARD COLE, INC.                            | 498 SEVENTH AVENUE<br>36TH ST. SIDE (20TH FL.) |



| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                  | <u>WHERE</u>   |
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| Tuesday<br>June 2<br>7:45 P.M.<br>Dinner      | 4TH SPORTS ILLUSTRATED<br>DESIGN AWARDS DINNER<br>Annual dinner honoring nominees and winners of the 1959 Sports Illustrated Design Awards. By invitation. Contact: Eleanor Montville, JU. 6-1212.   | SPORTS ILLUSTRATED<br>MAGAZINE                   | ST. REGIS HOTEL<br>ROOF AND PENTHOUSE                      |
| Beginning<br>Tuesday<br>June 2                | OPENING: FALL & WINTER<br>COCKTAIL FASHIONS<br>Opening of Fall and Winter formal and cocktail fashions, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511.  | DAVID MORRIS CO.                                 | 525 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR                 |
| Beginning<br>Tuesday<br>June 2                | SHOWING OF JUNIOR<br>DRESS COLLECTION<br>Continuous daily showing of junior Transitional and Fall collection. Contact: Lou Gordon, LO. 5-0296.   | JOE WHITE, INC.                                  | 1400 BROADWAY<br>SHOWROOM - 19TH FLOOR                     |
| Beginning<br>Tuesday<br>June 2                | OPENING OF FALL<br>JUNIOR COLLECTION<br>Daily showings of Fall junior daytime and evening fashions, designed by Frances Prisco. Contact: PE. 6-2642.   | TED BROWN, INC.                                  | 1400 BROADWAY<br>SHOWROOM - 8TH FLOOR                      |
| Wednesday<br>June 3<br>9:00 A.M.<br>Breakfast | PRESS PREVIEW: FALL<br>SPORTSWEAR COLLECTION<br>Sportswear, separates, knitwear and dresses, designed by Greta Plattry. By invitation. ( <u>Note Change Of Place.</u> ) Continuous thereafter at showroom. Contact: PE. 6-8680.                    | PLATTRY COUNTRY WEAR<br>CORP. (498 SEVENTH AVE.) | "500 CLUB"<br>500 SEVENTH AVENUE                           |
| Wednesday<br>June 3<br>10:30 A.M.             | OPENING OF FALL<br>COLLECTION<br>Showings at 10:30 A.M., by appointment. Contact:  | BEN ZUCKERMAN                                    | 512 SEVENTH AVENUE<br>SHOWROOM - 40TH FLOOR<br>WI. 7-3764. |
| Wednesday<br>June 3;<br>June 4<br>11:00 A.M.  | PREMIERE PREVIEW: FALL<br>JUNIOR COLLECTION<br>Preview of first Fall collection of junior dresses, designed by Frank Adams for Deb-Time, June 3 and 4 at 11:00 A.M. By invitation. Continuous daily thereafter. Contact: Laura Cantor, BR. 9-9088. | DEB-TIME, INC.                                   | 498 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR                 |
| Wednesday<br>June 3<br>11:00 A.M.             | OPENING OF FALL<br>JUNIOR COLLECTION<br>Showings at 11:00 A.M. on June 3 and 4. Continuous thereafter. Contact: Bert Rothfeld, PE. 6-4885.   | ELOISE CURTIS, INC.                              | 498 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR                 |
| Wednesday<br>June 3<br>12:00 Noon<br>Luncheon | PREVIEW OF FALL<br>COLLECTION<br>Designed by Sylvan Rich, for press and buyers. By invitation. <u>Trade showings beginning June 4, 9, 10 and 11 at 10:30.</u> Contact: Eli Lehrman, LO. 4-0616.  | MARTINI DESIGNED, INC.                           | 498 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR                |
| Wednesday<br>June 3<br>12:30 P.M.<br>Luncheon | PREVIEW OF FALL<br>KNITWEAR COLLECTION<br>Fall collection from Tricosa of Paris. By invitation. Publicity: Sue Gardner at Press Release, Empire State Building, CH. 4-7444.  | FEDER FASHIONS<br>(1410 BROADWAY)                | HOTEL ASTOR<br>EAST BALLROOM                               |
| Wednesday<br>June 3<br>1:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>Daily showing at 1:00 P.M. Contact: LO. 4-0462.   | JUNIOR SOPHISTICATES                             | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR                 |



| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                 | <u>WHERE</u>   |
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| Postponed<br>June 3                           | BURKE-AMEY'S PREVIEW OF FALL COLLECTION, ORIGINALLY SCHEDULED FOR 2:30 P.M. JUNE 3, HAS BEEN POSTPONED TO JUNE 10 AT 5:15 P.M. (See Pg. 12)   |   |  |
| Wednesday<br>June 3<br>2:30 P.M.              | OPENING OF FALL<br>DRESSES AND SEPARATES<br>Thereafter at 2:30 except Fridays.  | JAMISON CLASSICS, INC.                          | 498 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR<br>Contact: Kay Farmer, WI. 7-0132.  |
| Wednesday<br>June 3<br>2:30 P.M.              | OPENING OF FALL<br>COLLECTION<br>Showings June 3, 4, 5, 9, 10, 11, 16, 17 at 2:30 P.M.  | LARRY ALDRICH, INC.                             | 530 SEVENTH AVENUE<br>SHOWROOM - 12TH FLOOR<br>Contact: CH. 4-1872.  |
| Wednesday<br>June 3<br>3:30 P.M.              | FALL BACK-TO-SCHOOL<br>TRENDS FASHION SHOW<br>Fashions from Fall issues in a trends presentation. Promotion exhibit open 3:30 P.M., showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: \$7.00. | SEVENTEEN MAGAZINE<br>(488 MADISON AVENUE)      | WALDORF-ASTORIA<br>BALLROOM<br>Contact: Kay Corinth, PL. 9-8100.   |
| Wednesday<br>June 3<br>3:30 P.M.<br>Cocktails | PRESS PREVIEW OF<br>FALL COLLECTION<br>For press and buying offices. By invitation. Beginning June 9, continuous daily showings.  | LESLIE FAY                                      | 1400 BROADWAY<br>SHOWROOM - 16TH FLOOR<br>Contact: Isabelle Crawford, BR. 9-7700.                                      |
| Wednesday<br>June 3<br>3:45 P.M.              | FALL COCKTAIL AND<br>EVENING FASHIONS<br>Sam Friedlander will present only cocktail and evening fashions--June 3, 4, 8, 9, 10, 11 at 3:45 P.M.  | SAM FRIEDLANDER                                 | 530 SEVENTH AVENUE<br>SHOWROOM - 25TH FLOOR<br>Contact: PE. 6-2663.  |
| Wednesday<br>June 3<br>4:00 P.M.              | DONALD BROOKS PREMIERE<br>COLLECTION FOR TOWNLEY<br>Premiere Fall collection, designed by Donald Brooks for Townley. By invitation. Thereafter at 4:00 P.M.   | TOWNLEY   | 550 SEVENTH AVENUE<br>SHOWROOM - 2ND FLOOR<br>Contact: Peggy Hopkins, LO. 4-2155.                                      |
| Wednesday<br>June 3<br>4:00 P.M.              | PREVIEW OF FALL<br>JUNIOR COLLECTION<br>Preview of Fall collection, designed by Stephanie, at new showroom. By invitation. Continuous thereafter.   | SANDRA SAGE, INC.                               | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR<br>Contact: CH. 4-2677.   |
| Wednesday<br>June 3<br>5:00 P.M.<br>Cocktails | PREVIEW: FALL DRESSES<br>AND ENSEMBLES<br>Designed by Mario Forte. By invitation. Continuous daily thereafter at showroom.  | MONTEGO ORIGINALS, INC.<br>(498 SEVENTH AVENUE) | "500 CLUB"<br>500 SEVENTH AVENUE<br>Contact: CH. 4-8520. Publicity: Vera Bacal, PL. 3-8421.                            |
| Wednesday<br>June 3<br>5:00 P.M.<br>Cocktails | PRESS PREVIEW OF<br>FALL COLLECTION<br>By invitation. For buyers, June 4 at 12:00 Noon.   | NETTIE ROSENSTEIN, INC.                         | 550 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR<br>Contact: Miss Cora, BR. 9-6890. Publicity: Eleanor Lambert, MU. 8-2130. |
| Wednesday<br>June 3<br>5:30 P.M.<br>Cocktails | THIRD ANNUAL COLLEGE<br>FASHION SHOW<br>"Ten Best Dressed College Girls in America"--fashion show at 6:30 P.M.<br>For retailers, by invitation.   | GLAMOUR MAGAZINE<br>(420 LEXINGTON AVENUE)      | HOTEL BILTMORE<br>GRAND BALLROOM<br>Contact: Angeline Dougherty, LE. 2-7500.   |
| Beginning<br>Wednesday<br>June 3              | OPENING: FALL COUTURE<br>COLLECTION<br>Contact: Miss Mady or Miss Ann, PL. 8-2014.  | MARY BLACK<br>OF LONDON                         | 41 WEST 57TH STREET<br>SALON - 8TH FLOOR   |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                               | <u>WHERE</u>                                |
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| Wednesday<br>June 3<br>5:30 P.M.-<br>7:30 P.M. | OPENING: NEW YORK'S<br>SUMMER FESTIVAL<br>"Twilight Gala"--Coca Cola will sponsor a reception and twilight dance to celebrate the opening of New York's Summer Festival. By invitation. Publicity: Mary Brown at Hill & Knowlton Inc., OX. 7-5600.   | THE COCA-COLA COMPANY                         | SAVOY-HILTON HOTEL<br>SAVOY ROOM            |
| Beginning<br>Wednesday<br>June 3 -<br>June 12  | PREVIEW OF AUGUST<br>HARPER'S BAZAAR<br>Daily from 10:00 to 4:00. By invitation. Contact: Berta MacDonald, PL. 1-2100, Ext. 464.   | HARPER'S BAZAAR                               | 572 MADISON AVENUE<br>SHOWROOM - 11TH FLOOR |
| Thursday<br>June 4<br>9:00 A.M.<br>Breakfast   | PRESS PREVIEW: NEW<br>MINK COLLECTION<br>Fur fashions by "Richard Scott"; showing at 10:00 A.M. Publicity: Ruth Notkins at Alan W. Bell Co., 437 Fifth Ave., MU. 4-4705.   | COOPCHIK-FORREST, INC.                        | 333 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR |
| Thursday<br>June 4<br>10:00 A.M.<br>Breakfast  | PREVIEW: FALL AND<br>WINTER COLLECTION<br>Boutique, daytime and evening couture collection by Fontana of Rome. By invitation. Contact: Fontana, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.   | FONTANA OF ROME                               | HOTEL PLAZA<br>SUITE 334                    |
| Thursday<br>June 4<br>11:00 A.M.               | PREVIEW: FALL DRESSES<br>AND COSTUMES<br>Fall junior dresses and costumes by Joan Leslie. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.  | "CLOTHES FOR YOU"<br>BY JOAN LESLIE           | 1400 BROADWAY<br>SHOWROOM - 16TH FLOOR      |
| Thursday<br>June 4<br>12:00 Noon               | OPENING OF FALL<br>COUTURE COLLECTION<br>Showing of daytime and evening couture collection at 12:00 Noon daily. By appointment. Contact: Alice Rosenstein, CH. 4-5693.   | COUNTESS ALEXANDER                            | 530 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR  |
| Thursday<br>June 4<br>2:30 P.M.                | PRESS PREVIEW OF<br>FALL COLLECTION<br>Paul Whitney's Fall collection for press and buyers. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.  | PAUL WHITNEY<br>(CALIFORNIA)                  | HOTEL GOTHAM<br>EMBASSY ROOM                |
| Thursday<br>June 4<br>3:30 P.M.                | OPENING OF FALL<br>JUNIOR COLLECTION<br>Showing Fall junior fashions, designed by Mr. Sidney. Continuous thereafter. Contact: Judith Sidney, WI. 7-5374.   | REICH-GOLDFARB & CO.                          | 498 SEVENTH AVENUE<br>SHOWROOM - 7TH FLOOR  |
| Thursday<br>June 4<br>3:30 P.M.<br>Tea         | SIXTH ANNUAL SHOW;<br>AFTERNOON PERFORMANCE<br>Special showing for press, resident buyers and N. Y. store executives. By invitation. <u>Showings for out-of-town buyers daily except Mondays, beginning June 2, breakfast at 7:30 A.M., show at 8:20 A.M. Admission by ticket.</u> Contact: Julie Buddy, Fashion Director, OX. 5-1200. | MILLIKEN WOOLENS, INC.<br>(1045 SIXTH AVENUE) | STATLER-HILTON HOTEL<br>BALLROOM            |
| Thursday<br>June 4<br>4:30 P.M.<br>Cocktails   | PREVIEW OF FALL<br>WOOLEN FASHIONS<br>Anglo Fabrics presents "Americana '59," a showing of new Fall woollens from its couture collection, in prophetic silhouettes by leading American designers. By invitation. Publicity: Lee Siegel, FE. 6-2230.  | ANGLO FABRICS<br>(1407 BROADWAY)              | HOTEL ASTOR<br>SMALL BALLROOM               |
| Cancelled<br>June 4                            | DAVID CRYSTAL'S JUNIOR COLLECTION BY JACQUES HEIM, ORIGINALLY SCHEDULED FOR JUNE 4 AT 5:00 P.M., HAS BEEN CANCELLED. Contact: BR. 9-6560.  |   |   |



| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                             | <u>WHERE</u>                                  |
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| Friday<br>June 5<br>9:00 A.M.<br>Coffee      | PREMIERE OF NEW<br>JUNIOR COLLECTION<br>New Fall dressy junior fashions by Dick Dumas for De Saix. By invitation.<br>Contact: Gwen Green at Gay Gibson, 1407 Broadway, LO. 5-4212.   | DICK DUMAS FOR DE SAIX<br>(GAY GIBSON)      | HOTEL ALGONQUIN<br>OAK & CHINESE ROOMS        |
| Friday<br>June 5<br>11:00 A.M.               | PREVIEW OF FALL<br>COLLECTION<br>Showing also June 9, 15, 16, at 11:00 A.M. By invitation and reservation.<br>Contact: Liz Bechtol, WI. 7-4968.  | B. H. WRAGGE, INC.                          | 550 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR    |
| Friday<br>June 5<br>12:00 Noon;<br>4:00 P.M. | OPENING OF FALL<br>COLLECTION<br>Thereafter at 12:00 Noon, June 8, 9, 10, 11, 16, 17, 18 and 23. Contact:<br>LO. 4-5820.   | GRENELLE-ROBERTS LTD.                       | 550 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR   |
| Friday<br>June 5<br>4:00 P.M.-<br>6:00 P.M.  | PREVIEW OF FALL<br>MISSES COLLECTION<br>For New York Press and buyers. <u>Breakfast</u> at 8:30, showing at 9:00,<br>June 9, 10, 11 and 12. By invitation. Publicity: Merre White or<br>Dorothy McCauley, FE. 6-6525.                                | McKETTRICK-WILLIAMS                         | 1400 BROADWAY<br>SHOWROOM - 23RD FLOOR        |
| Friday<br>June 5-<br>June 26                 | FASHIONS FROM AUGUST-<br>SEPTEMBER ISSUES<br>Fashions from August and September issues. For store and buying office<br>executives only. By appointment. Contact: Anita Blanchard, PL. 9-8100.  | SEVENTEEN MAGAZINE                          | 488 MADISON AVENUE<br>SHOWROOM - 10TH FLOOR   |
| Monday<br>June 8<br>10:00 A.M.               | PREVIEW: FUR FASHIONS<br>BY CONSTANTINO<br>"Garden Of Fashion"--showing of Emba mutation mink, Empress chinchilla<br>and Russian Crown sable, designed by Constantino for Christie Bros.<br>For press and trade, by invitation. Contact: FE. 6-6944. | THE CHRISTIE BROS.<br>FUR CORP.             | 333 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR   |
| Monday<br>June 8<br>12:00 Noon<br>Luncheon   | PREMIERE PREVIEW OF<br>FALL FUR COLLECTION<br>Fabiani will introduce his Fall fur collection for Herbert Fishbein,<br>available at Arnold Constable. By invitation. Publicity: Ed Stanton at<br>Alan W. Bell Co., MU. 4-4705.                        | FABIANI FOR HERBERT<br>FISHBEIN (151 W. 28) | HOTEL PLAZA<br>WHITE & GOLD SUITE             |
| Monday<br>June 8<br>2:00 P.M.                | PRESS PREVIEW OF<br>FALL FUR COLLECTION<br>By invitation. Publ.: Alfred Davidson Assoc., 38 E. 57th St., PL. 5-0868.   | SCHIAPARELLI FURS                           | 305 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR    |
| Monday<br>June 8<br>3:30 P.M.                | READY-TO-WEAR FALL<br>FUR COLLECTION<br>Press preview, followed by cocktails. By invitation. <u>Trade showings</u><br><u>thereafter at 10:00 A.M. daily.</u> Publ.: Eleanor Lambert, MU. 8-2130.   | RITTER BROTHERS                             | 224 WEST 30TH STREET<br>SHOWROOM - 14TH FLOOR |
| Monday<br>June 8<br>4:00 P.M.                | PRESS PREVIEW OF<br>FALL COLLECTION<br>Ferdinando Sarri will present his Fall collection to the press. By in-<br>vitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.  | SARMI, INC.<br>(785 FIFTH AVENUE)           | HOTEL PLAZA<br>CRYSTAL ROOM                   |
| Monday<br>June 8<br>4:30 P.M.<br>Cocktails   | PREVIEW : FALL HALF-<br>SIZE COLLECTION<br>"Young Viewpoint"--showing of Fall half-size collection. By invitation.<br>Continuous thereafter at showroom. Contact: Alene Burt, MU. 4-7350.  | GINSBURG & ABELSON<br>(1400 BROADWAY)       | PARK LANE HOTEL<br>CRYSTAL BALLROOM           |



| DATE  | WHAT'S GOING ON   | GIVEN BY                                     | WHERE  |
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| Monday<br>June 8-<br>June 9<br>5:30 P.M.      | "HOLIDAY IN FASHION"<br>MUSICAL PRESENTATION<br>A demonstration performance of "Holiday in Fashion", a new musical frame-<br>work for fashion merchandise in retail stores. By invitation, for retail<br>executives, advertising agencies, buying offices, fabric and fiber houses,<br>manufacturers. Show followed by cocktails. Contact: Bonnie Slover, MU. 7-5300. | HOLIDAY MAGAZINE<br>(380 MADISON AVENUE)     | BARBIZON PLAZA THEATRE<br>106 CENTRAL PARK SOUTH |
| Beginning<br>Monday<br>June 8                 | OPENING: FALL-WINTER<br>JEWELRY COLLECTION<br>Showing of fashion jewelry and boutique gift collection for Fall and<br>Winter. For press and trade. Publicity: Kathleen Mundin, YU. 6-6633.  | THE NAPIER CO.                               | 530 FIFTH AVENUE<br>SHOWROOM - 22ND FLOOR        |
| Monday<br>June 8-<br>June 12                  | CORSET & BRASSIERE<br>FALL MARKET WEEK<br>Contact: Mary Osborne, Corset & Brassiere Council, 200 Madison Ave.,<br>IE. 2-9440.   | CORSET & BRASSIERE<br>INDUSTRY               | SHOWROOMS AND<br>HOTELS                          |
| Tuesday<br>June 9<br>9:30 A.M.<br>Breakfast   | JACQUES HEIM<br>LINGERIE FASHIONS<br>First showing in America, for the press, of Jacques Heim lingerie;<br>also Fall and Winter Lady Russel collection. (Champagne and strawberries<br>will be served.) By invitation. Trade beginning Mon., June 8.<br>Publicity: Sara Pennoyer, IE. 2-8400.   | LADY RUSSEL LINGERIE                         | 38 EAST 30TH STREET<br>SHOWROOM - 4TH FLOOR      |
| Tuesday<br>June 9<br>11:00 A.M.               | PRESS PREVIEW: FALL<br>FUR COLLECTION<br>Preview of the Revillon Fall fur collection. By invitation. Thereafter<br>by appointment. Contact: Bill Paige, PL. 9-5504.   | REVILLON                                     | 11 WEST 57TH STREET<br>SALON                     |
| Tuesday<br>June 9<br>11:00 A.M.;<br>2:30 P.M. | PREVIEW OF LEATHER<br>COLORS AND FINISHES<br>Preview of Resort-Spring-Summer 1960 leather colors and finishes, for<br>shoe designers, trade, fashion press, manufacturers, chain stores at<br>11:00 A.M.; buying offices, department stores, accessory, fabric,<br>hosiery coordinators at 2:30 P.M. By invitation. Publicity: Helen<br>Caruso, MU. 6-1623.           | ALLIED KID COMPANY<br>(419 FOURTH AVENUE)    | RITA ALLEN THEATRE<br>120 MADISON AVENUE         |
| Tuesday<br>June 9<br>1:00 P.M.                | OPENING OF FALL<br>COLLECTION<br>Thereafter June 10, 11, 16, 18 at 1:00 P.M. Contact: Jo MacLeod, BR. 9-1195.   | TALMACK, INC.                                | 530 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR       |
| Tuesday<br>June 9<br>2:30 P.M.                | PREVIEW: FALL-WINTER<br>FUR COLLECTION<br>Showing of Fall-Winter custom furs, designed by Arthur Schwartz. By<br>invitation. Trade showings June 10 and 11 at 10:00 A.M. Thereafter by<br>appointment only. Publicity: Pauline Greene at Charles J. Charney,<br>PL. 7-0955.   | FREDRICA FURS                                | 345 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR      |
| Tuesday<br>June 9<br>3:00 P.M.                | "SPECIAL EDITIONS"<br>BY ANNE FOGARTY<br>Fall collection of dresses at 3:00 P.M. daily; coats and suits beginning<br>June 10 at 3:30 P.M. daily. Contact: Nancy English, WI. 7-5335.  | LEONARD ARKIN & SON                          | 530 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR       |
| Tuesday<br>June 9<br>4:00 P.M.<br>Cocktails   | PRESS PREVIEW: FALL<br>DRESS COLLECTION<br>Preview of Dan Keller's Fall collection of dresses and ensembles, designed<br>by Mary Jean Smith, for press and buyers. By invitation. Continuous<br>thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.  | DAN KELLER CO., INC.<br>(498 SEVENTH AVENUE) | "500 CLUB"<br>500 SEVENTH AVENUE                 |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                | <u>WHERE</u>                                  |
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| Tuesday<br>June 9<br>8:00 P.M.                 | PREVIEW OF FALL<br>COLLECTION<br>Scaasi will preview his Fall collection at the first showing in his new salon. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.   | SCAASI   | 26 WEST 56TH STREET<br>SALON                  |
| Wednesday<br>June 10<br>9:00 A.M.              | PRESS PREVIEW OF<br>FALL FURS<br>Fantasia will present their Fall fur collection to the press. By invitation. Publicity: Ed Stanton at Alan W. Bell Co., MU. 4-4705.  | FANTASIA FURS, INC.<br>(STESSEL, WARE, PRINCE) | 333 SEVENTH AVENUE<br>SHOWROOM - 12TH FLOOR   |
| Wednesday<br>June 10<br>9:00 A.M.<br>Breakfast | PREVIEW OF FALL<br>COLLECTION<br>Preview of Fall daytime and cocktail fashions by Kasper. Thereafter in showroom, 498 Seventh Avenue. Contact: Lee Gold, WI. 7-8655.  | KASPER OF AMERICAN<br>EDITIONS                 | "500 CLUB"<br>500 SEVENTH AVENUE              |
| Wednesday<br>June 10<br>11:00 A.M.             | OPENING: FALL<br>COUTURE COLLECTION<br>Only showing of Fall ready-to-wear, late day and evening fashions; also special group of coats and suits. For press and buyers, by invitation. Contact: Trudy Taylor May, MU. 4-3323. Publicity: Mary Lou Miller at Howard Weissman, MU. 8-7262. | TARQUIN, INC.                                  | 216 EAST 39TH STREET<br>SHOWROOM - 2ND FLOOR  |
| Wednesday<br>June 10<br>12:00 Noon             | PREVIEW OF FALL<br>COUTURE COLLECTION<br>Presentation of Maria Krum's couture Fall collection to press and buyers. By invitation. Contact: CI. 7-3060.  | MARIA KRUM                                     | 41 WEST 56TH STREET<br>SALON - 2ND FLOOR      |
| Wednesday<br>June 10<br>2:30 P.M.              | PREVIEW OF FALL FUR<br>COLLECTION<br>Ben Kahn will present his Fall fur collection to the press and buyers. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.   | BEN KAHN FURS CORP.                            | 150 WEST 30TH STREET<br>SHOWROOM - 13TH FLOOR |
| Wednesday<br>June 10<br>3:30 P.M.<br>Cocktails | PREVIEW OF FALL<br>HAT COLLECTION<br>Miss May will present her Fall hat collection to the press and buyers. By invitation. Publicity: Maud G. Moody, PL. 1-4262.  | MISS MAY                                       | 23 WEST 57TH STREET<br>SALON                  |
| Wednesday<br>June 10<br>5:00 P.M.              | PRESS PREVIEW: FALL<br>1959 COLLECTION<br>Pauline Trigere's Fall collection will be previewed for the press. Trade showings at <u>2:30 P.M. on June 5, 9, 11, 16.</u> By invitation. Contact: Estelle Marr, IO. 3-1600.   | TRIGERE, INC.                                  | 550 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR   |
| Wednesday<br>June 10<br>5:15 P.M.              | PRESS PREVIEW OF<br>FALL COLLECTION<br>Burke-Amey will present their Fall collection of daytime, cocktail and evening fashions, designed by Ronald Amey, for press and buyers. ( <u>Note Date and Change Of Time.</u> ) By invitation. Publicity: Maxwell-Gray, PL. 3-5556.             | BURKE-AMEY                                     | 16 WEST 57TH STREET<br>SALON                  |
| Thursday<br>June 11<br>10:30 A.M.              | PRESS PREVIEW: FALL<br>FUR COLLECTION<br>"Society Collection Of Furs"--showing of Mr. John's Fall fur collection to the press. By invitation. Publicity: Toni Woodward, MU. 8-4906.   | MR. JOHN FURS                                  | 350 SEVENTH AVENUE<br>SHOWROOM - 19TH FLOOR   |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                 |
|--|---|--|--|
| Thursday<br>June 11<br>4:00 P.M.<br>Cocktails                | PRESS PREVIEW OF<br>FUR FASHIONS<br>Preview of Fall-Winter fur fashions by Capucci of Rome for David. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.   | CAPUCCI OF ROME<br>FOR DAVID                     | SHERRY NETHERLAND HOTEL<br>CRYSTAL PAVILLION |
| Thursday<br>June 11<br>4:00 P.M.<br>Cocktails                | PREVIEW OF FALL<br>COLLECTION<br>Preview of McMullen's Fall collection of dresses and coordinates. By invitation. Thereafter at showroom. Contact: Esther Reifer, OX. 5-4270.   | McMULLEN CO.<br>(530 SEVENTH AVE.)               | "500 CLUB"<br>500 SEVENTH AVENUE             |
| Friday<br>June 12<br>9:00 A.M.;<br>12:00 Noon                | READY-TO-WEAR, HATS<br>& ACCESSORIES<br>The Fashion Group will present a combined showing of American ready-to-wear, millinery and accessories for Fall. Co-chmn: Ready-to-Wear--Edith Raymond and Babs Simpson; Millinery--Conoldine Burnett and Julia Daly; Accessories--Billie Howard and Ruth Haber. Prices: <u>Breakfast</u> , \$6.00 (members); \$8.00 (guests). <u>Luncheon</u> , \$8.00 (members); \$15.00 (guests). Contact: CI. 7-3940. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA<br>BALLROOM                  |
| Friday<br>June 12<br>11:00 A.M.                              | COUTURIER COLLECTION<br>OF PRECIOUS FURS<br>Fur fashion show (followed by luncheon at 12:00 Noon) of Emba mutation mink, Empress chinchilla and Russian Crown sable, created by Gloria Stone. For press and trade, by invitation. ( <u>Note Change Of Place.</u> ) Contact: LA. 4-1700.   | STONE & STONE<br>(333 SEVENTH AVE.)              | STATLER-HILTON HOTEL<br>TERRACE BALLROOM     |
| Tuesday<br>June 16<br>9:30 A.M.-<br>12:00 Noon<br>Brunch     | PREVIEW: PRECIOUS AND<br>SEMI-PRECIOUS JEWELRY<br>Informal showing at brunch of cultured pearls, gold and gold-filled jewelry for Fall. For press and trade, by invitation. Contact: Hans Clapper, PL. 8-1076. Publicity: Robert MacLaren, PL. 1-2855.  | IMPERIAL PEARL<br>SYNDICATE, INC.                | 681 FIFTH AVENUE<br>SHOWROOM - 11TH FLOOR    |
| Wednesday<br>June 17<br>5:00 P.M.-<br>7:00 P.M.<br>Cocktails | PRESS PREVIEW OF<br>NEW IMPORTED PERFUME<br>Dana will present a new perfume, imported from France, for Fall introduction, to the press. By invitation. Publicity: Robbie Harrid, OR. 4-4660.  | DANA PERFUMES                                    | 1 EAST 54TH STREET<br>SHOWROOM - PENTHOUSE   |
| Thursday<br>June 18<br>4:00 P.M.                             | PRESS PREVIEW OF<br>FALL MILLINERY<br>The Fall collection of Dior Millinery will be previewed for press and buyers. By invitation. Contact: Mre. Pusey, JU. 2-4870.   | CHRISTIAN DIOR-<br>NEW YORK, INC.                | 730 FIFTH AVENUE<br>SHOWROOM - RM. 1203      |
| Thursday<br>June 18<br>4:00 P.M.-<br>7:00 P.M.               | PREVIEW OF MEN'S<br>FALL COLLECTION<br>Showing of ties, shirts, jewelry, gloves and related accessories at terrace cocktail party. By invitation. Publicity: Mary Marsh, MU. 8-3050.  | COUNTRESS MARA                                   | 445 PARK AVENUE<br>SHOWROOM - 17TH FLOOR     |
| Tuesday<br>June 23<br>4:00 P.M.                              | PRESS PREVIEW: FALL &<br>WINTER LINGERIE<br>"A carefree Life Of Luxury"--for the press, by invitation. Tea served after show. <u>Trade</u> , beginning Tues., June 2 - 19, showing daily at 10:00, 11:00, 2:30 and 3:30. Contact: Dorothy Tivis, JU. 2-6767. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.  | VANITY FAIR MILLS, INC.                          | 640 FIFTH AVENUE<br>SHOWROOM - 30TH FLOOR    |